

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) An advertising carrier comprising: ~~consisting of~~

at least one structural element having (1), ~~with a gas-tight, elongated hollow element adapted to be filled~~ (2) ~~that can be loaded~~ with pressure gas and including ~~consists of~~ a flexible material;

wherein the at least one structural element further comprises ~~additionally with~~ at least two pressure/tension elements; (15),

wherein the at least two pressure/tension elements (15) are connected ~~positively~~ to each other at their ends; ~~and~~

wherein the at least two pressure/tension elements are operable to (5) ~~that can be~~ pressure loaded;

wherein the at least two pressure/tension elements rest on the gas-tight elongated hollow element (2) ~~along its generating line, and are connected to the gas-tight elongated hollow element; and positively connected to it,~~

~~Characterised in that the~~ wherein a peripheral surface of the gas-tight elongated hollow element is operable ~~at least one of hollow elements (2) is designed as a surface (10) that can be used as an advertising or projection surface.~~

2. (Currently Amended) The advertising carrier according to claim 1, wherein ~~characterised in that~~ at least one of the at least two ~~three~~ pressure/tension elements are adapted to absorb (15) ~~only absorbs~~ tensile forces; and is ~~therefore~~ designed as a ~~pure~~ tension element (4).

3. (Currently Amended) The advertising carrier according to claim 2, wherein the ~~characterised in that~~ at least one pair of tension elements (4) ~~are~~ wound around the gas-tight elongated hollow

element in an (2) ~~in the~~ opposite direction of screwing in at least half a revolution or a multiple.

4. (Currently Amended) The advertising carrier according to claim 1, wherein one of claims 1 to 3, characterised in that the at least one structural element (1) clamps at least one flexible membrane to at least one flat surface, wherein the at least one flexible membrane is operable (10) ~~that can be used~~ as an additional advertising or projection surface.

5. (Currently Amended) The advertising carrier according to claim 1, wherein one of claims 1 to 4, characterised in that the at least two pressure-loadable pressure/tension elements are adapted to (15) ~~rest on the gas-tight elongated hollow element (2) along one of its generating lines, and are positively connected to the gas-tight elongated hollow element (2).~~

6. (Currently Amended) The advertising carrier according to claim 1, wherein a one of claims 1 to 5, characterised in that the supporting structure is covered with a cover forming the (7) ~~designed as an advertising or projection surface.~~

7. (Currently Amended) The advertising carrier according to claim 6, wherein one of claims 1 to 6, characterised in that the supporting structure is formed from a plurality of the at least one several structural elements (1) connected to each other on a the longitudinal side.

8. (Currently Amended) The advertising carrier according to claim 1, wherein the advertising carrier one of claims 1 to 7, characterised in that it is anchored laterally with at least three tension ropes (6).

9. (Currently Amended) The advertising carrier according to claim 1, wherein the one of claims 1 to 8, characterised in that that at least one structural element (1) is positively connected to a base plate (5).

10. (Currently Amended) The advertising carrier according to claim 1, further comprises one of claims 1 to 9, characterised in that lighting means (19), wherein the lighting means is operable to

~~which~~ illuminate the at least one structural element from inside and is ~~(1) from the inside,~~ are incorporated inside the gas-tight elongated a hollow element ~~(2)~~.

11. (Currently Amended) The advertising carrier according to claim 10, wherein the ~~one of~~ ~~claims 1 to 10, characterised in that~~ lighting means is ~~(9) are~~ provided behind at least one surface ~~(10)~~ clamped by the at least one structural element ~~(1)~~.

12. (Currently Amended) The advertising carrier according to claim 1, wherein the advertising carrier is ~~one of claims 1 to 11, characterised in that it can be~~ transported and erected on a mobile base.

13. (Currently Amended) The advertising carrier according to claim 12, wherein ~~characterised in that~~ means are ~~(14)~~ required for independent operation of the advertising carrier, the means being ~~are~~ provided on the mobile base.

14. (Currently Amended) The advertising carrier according to claim 13, wherein ~~characterised in that~~ the means comprises: ~~(14) consist at least of~~

a device for generating compressed air; ~~or~~

a device for erecting the advertising carrier; ~~or~~

a device for generating electrical current; ~~or~~

a projector for films and still images; ~~or~~

a device for illumination; and ~~or~~

a sound system.

15. (Currently Amended) The advertising carrier according to claim 14, wherein ~~one of claims 1 to 14, characterised in that~~ the device for erecting the advertising carrier comprises; ~~consists of~~

at least one hinged joint ~~(19)~~ for tilting the ~~pressure loaded~~ advertising carrier from a horizontal position to an upright position;; and

of at least one actor for performing the ~~this~~ tilting movement.

16. (Currently Amended) The advertising carrier according to claim 15, wherein ~~characterised in that~~ means are provided for automatically performing tilting movements during the operation of the advertising carrier.

17. (Currently Amended) The advertising carrier according to claim 1, wherein ~~the at least one claims 1 to 16, characterised in that several~~ structural element and a elements ~~(1), together with the cover forms (7), form~~ a shape that identifies a ~~the~~ project to be advertised.

18. (Currently Amended) The advertising carrier according to claim 1, wherein ~~one of claims 1 to 17, characterised in that~~ at least one edge element ~~(17)~~ is secured on an ~~the~~ outside to the ~~at~~ least one structural element ~~(1)~~, whereby the advertising carrier, with a cover ~~(7)~~ pulled over it, has at least a partially angular shaped appearance.

19. (Currently Amended) The advertising carrier according to claim 18, wherein the ~~characterised in that~~ at least one edge element comprises ~~(17) consists of~~ a hollow element of a flexible material, wherein the hollow element is adapted to ~~that can be loaded with compressed air.~~

20. (Currently Amended) The advertising carrier according to claim ~~18 or~~ 19, wherein ~~characterised in that~~ the ~~at least one of the~~ edge element comprises ~~elements (17) has~~ an edge profile of soft plastic.

21. (Currently Amended) The advertising carrier according to claim 18, wherein ~~characterised in that the at least one edge element is~~ ~~elements (17) are~~ formed by a bar scaffold (18), wherein the bar scaffold (18) surrounds the at least one structural element and defines (1), ~~thereby defining, together with a cover (7), an angular outer shape of the advertising carrier together with the~~ cover.

22. (Currently Amended) The advertising carrier according to claim 21, wherein the cover ~~characterised in that covers (7) provided with advertising messages~~ is operable to (8) ~~can be pulled onto the erected bar scaffold (18) and can then be let down again.~~

23. (Currently Amended) The advertising carrier according to claim 1, wherein ~~one of claims 1 to 22, characterised in that~~ the advertising carrier comprises a ~~has an essentially~~ freely designable shape.

24. (Currently Amended) The advertising carrier according to claim 1, wherein ~~one of claims 1 to 23, characterised in that~~ means are provided for changing advertising messages (8) and ~~showing~~ displaying the advertising messages ~~them~~ one after the other when the advertising carrier is erected.